



CASE STUDY | HEALTHCARE

# First Signal



## Challenges

For First Signal, a healthcare technology company, waste and recycling was not top of mind. They simply wanted to ensure the trash was picked up safely and on time, they didn't want to have to think about it. Unfortunately, the waste costs kept going up with their prior vendor. First Signal knew it needed to move to a new waste and recycling provider, but were stuck in a long-term contract.

## Value Created

- Rubicon gave First Signal key pricing and service transparency that it never had earlier, connecting them with a Rubicon hauling partner.
- First Signal was able to move away from their prior waste contract thanks to Rubicon handling the process from beginning to end.
- First Signal now only pays for the services they need; there is no longer over service happening and this resulted in cost savings.
- There is a great working relationship with Rubicon and First Signal, so when First Signal picks up the phone to call Rubicon, a real person who knows their account will be on the other end.



Our prior waste vendor was starting to eat us up in terms of costs. The bill just kept going up and up and I didn't know I had another option. Rubicon came in and gave me transparency, gave me a new option and as a result, we've saved money every month; money that I reinvest right back into the business.

**Tim Davern**  
President and CEO | Marietta, Georgia